



LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



MOTIVE POWER BIG FACTOR IN REBUILDING

"When changing the Kissel plant from regular production to war work it was found necessary that steps be taken to insure prompt delivery of raw materials, parts, tools, etc., from other plants located at some distance," says F. H. McManus. "To make such deliveries regularly and on schedule time it was found impossible to depend upon either express or freight service as furnished by the railroads. Motor trucks were pressed into service for transportation of materials within a range of fifty to sixty miles.

"These trucks were equipped with large pneumatic truck tires in front and solid dual tires in the rear, the latter being used for the reason that pneumatic tires of proper dimensions had not been developed at the time. These tires permitted a speed better than that which could be maintained on solid tires, and the mileage secured was shown to be much better. After 10,000 miles the pneumatic tires are still in use and the spare tire furnished with the truck has never been removed from the compartment. The rear tires were changed at about 7,000 miles.

"The truck used on this work hauled a load of from three to four tons in each direction every day, while the express service would require two or three days with occasional delay and inconvenience, when at a time the highest efficiency was essential. In addition to the delay, it was of course necessary to do extra hauling at each end of the route, making delivery to and from the express office.

"The cost of this transportation after figuring all operating expenses and depreciation of the truck has been shown to be less than what it would have cost to make the same shipment by rail.

"It is reasonable to assume that in the work of reconstruction and in resuming peace-time commerce, the motor truck cannot be dispensed with, but will have proven its efficiency and economy so conclusively that this mode of transportation will be rapidly expanded in all lines of business.

"There is little doubt that within the next few years practically all of the more important centers will be connected by motor express and freight lines, making regular trips on definite schedule, with an established rate for transportation."

For Spring Wear.

Pineapple straw decorates the smartest sailor hats.

Embroidery is used on many of the woolen frocks.

Attractive camisols have tops of dainty tucked net.

Trains have a way of falling gracefully from one lip.

Many of the spring suits are developed in tan or gray.

Taffeta is a popular material for the spring frock.

AUTO SUPPLIES A BIG QUESTION

"Usually the Pacific coast distributors can build up a strategic reserve of automobiles during the winter months," says Eaton McMillan of the Lou H. Rose Company. "This year, however, there was no chance to get a supply of cars ahead. First of all, the factories were returning from a war to a peace basis and there were few automobiles built during the months of November, December and January. Then in the second place, the east had a very mild winter and the dealers and distributors bought all the cars they could get their hands on. In addition, the public bought cars in winter, which is unusual in the eastern half of this country. In normal years the east drops behind the west in sales during the winter, and the factories ship cars out here.

"This year the whole country has demanded automobiles at an unprecedented rate and the factories, already working under the handicap of partial peace organization, were forced to exert every effort to build more cars.

"Orders are coming in from all parts of northern California. Our wholesale men are selling Chalmers in carload lots to the dealers and then they cannot get enough to go around. Here in San Francisco we have fewer cars on hand than we ever had before in the history of the Rose organization.

"With millions of dollars to be spent on roads throughout the nation, other millions on new industrial and nation-

NO MEAL COMPLETE WITHOUT IT



at plants and betterments, the outlook is brighter than it has been in several decades.

"The business of the country in general is good. The automobile trade is always an index of trade conditions because when motor car dealers and distributors are selling automobiles the entire business fabric of the nation must be all wool and a yard wide. No man buys a motor car nowadays when he cannot afford it. The fact that hundreds of thousands of cars are being sold shows that the whole country is prosperous."

DRAGGING BRAKES CAUSE BIG LOSS

Dragging brakes cause American motorists to suffer large pecuniary losses each year. When either emergency or service set has continual contact between lining and drum, it means not only needless consumption of power and fuel, but also excessive wear on the entire driving mechanism of the car, to say nothing of the damage done to the brakes and their linings.

You can easily learn if your brakes are dragging by the following simple process: After placing the gears in neutral jack up the rear wheels, one at a time, and turn them over by hand. If they give forth a rubbing or scraping sound, or if they turn with unusual difficulty, they are dragging. The remedy lies in adjusting the brake affected so that the wheel turns easily and without friction between band and drum. At the same time see that the brake takes hold firmly when in operation.

Extraordinary Automobile Is the Chalmers Car

"Every standard car of highest quality has some feature that characterizes it from other automobiles and, of course, adds to its value," says Leslie C. Taylor, manager of the Taylor-Droubay Motor company, distributors of the Chalmers and Maxwell cars, and the Chalmers is no exception to the rule.

"However, it is quite certain that the Chalmers is unsurpassed in the realm of motorom and contains a feature that has made it famous. The great hot spot engine has made the Chalmers one of the great cars of the world. It has turned the drift of engineering throughout from multi-cylinders and extra valves to the subject of every last bit of power out of gas. For gas has gone lower in grade and higher and higher in price. Besides, as any engineer knows, there is a terrific waste of power in the gas engine of today.

"To overcome these conditions the Chalmers engineers designed the Hot Spot and Ramshorn, two devices which lift the car up among the few great cars best known in the world. So satisfactory has this engine proven itself to be under many tests that have been given it in various services during the past two seasons that its type will be continued indefinitely. For, even

should motor car fuel deteriorate still further in quality, this engine is perfectly capable of volatilizing and converting it into power.

"The car that has been built around this wonderful engine is a development, rather than a creation. It embodies the best engineering and manufacturing features that have been evolved in the Chalmers factory throughout the long period since the advent of the first Chalmers '30' back in 1909. True ten years is not a very long time in the history of many industries but the past ten years in the motor car industry have been the melting pot in which theory has been refined to its dross and made to conform to the critical assay of practice. This theory is made known in the Chalmers of today. It may be summarized in the phrase "quality first."

THE PAIGE CAR IN GOOD BUSINESS

Harry Knowlden, manager of the Knowlden Auto Company, distributors of the Paige car, states that if the big sale of Paige cars is a criterion, the auto business in Ogden and vicinity is going to be more extensive this season than for a number of years past. Speaking of the Paige car, Mr. Knowlden has the following to say:

"The characteristic which most distinguishes the new line of Paige model is an individuality which is as charming as it is original. Some folks might even call these Paige designs daring, but they are really too beautiful and practical to be extreme in any sense. "Paige motor cars have been developed to a point of perfection where each detail pines to express in the fullest sense true decorative art. The interior designs possess the same luxuriousness, the same harmony, the same infinite care of detail that is found in homes where wealth and good taste have a free rein.

"To the American woman especially, with her love of comforts and demands for every available convenience, Paige cars make a compelling appeal. In a word, very model now produced by the Paige manufacturers conforms to the standard of harmony as set by Paige designers, who create the most beautiful car in America, in both open and closed models.

"The Paige ideals of true quality go deeper than those outward features of excellence, and you will find under the brilliant gloss of the varnish and paint those elements that make a good car good.

"The Paige model six '55' chassis, on which the bodies are mounted, is in mechanical perfection a worthy counterpart of magnificent. In the eight years of remarkable Paige success their car has achieved, no model has possessed so many and valuable refinements and improvements in design. To the European war in great measure is due the marvelous advance in the design and operation of the internal combustion motor. For the past two years the most brilliant engineering ability has been concentrated on the gasoline motor, going into infinite detail with the most scientific and practical experiments. The results are shown to the entire world through performances by aeroplanes, motor trucks, etc., as were undreamed of a little more than a couple of years ago."

ADVICE ON KEEPING BATTERIES CHARGED

The load on the storage battery is much more severe in winter than in summer. This is due to two things. One is the fact that the battery cranks the motor longer to start it, the other is that the lights are used much more frequently. Furthermore, the average driver seldom drives any great distance in winter; consequently no great amount of electricity is stored and the battery runs down very rapidly. The battery should be tested every week or ten days, and should show from 1.2 to 1.250. If the car is not driven sufficiently far to recharge the battery, it should be given periodic charges by any local battery service station. A discharged battery is very apt to freeze in excessive cold, and this will crack the cells.

SACRAMENTO, Cal., April 25.—There is no unemployment in California of discharged soldiers, sailors and marines among those who are ready to resume their former civilian occupations, Adjutant General J. J. Bofree said today.

ESSEX CONQUERS MOUNTAIN STORMS IN TERRIFIC TEST

After a sensational battle with snow and rain on storm-swept mountain roads, an Essex driven by A. H. Patterson of Stockton, Cal., has just established a new endurance record in a remarkable grind of approximately 1000 miles between Stockton and Los Angeles.

Paying no heed to warnings issued by the State Automobile Association that both the Ridge route and the Boquet canyon were impassable and closed to all travel, Mr. Patterson, a former member of the famous Hudson Super-Six racing team, started out with three passengers.

"I have had instructions from the factory to take the Essex out and bust it up, if I can," he said. "So let's go."

Departing from Stockton at 4:20 a. m., the run down the San Joaquin valley to Bakersfield, a distance of 235 miles, counting necessary detours, was made in less than five hours. After an hour for breakfast, the dash over the desert was completed and the mountain grades encountered.

At Tejon, situated at the foot of the mountain range, warnings of the poor prospects for further easy going began to appear. Service cars from Bakersfield were met wending their way down the mountain highway, bound for repair shops with wrecked cars in tow, and a passing stage coach was loaded with motorists who had been forced to abandon their cars.

Later, abandoned expensive machines were encountered as frequently as were smaller cars. All had been deserted by their drivers, who considered the task a hopeless one. But the Essex plunged ahead with absolute ease, without skid chains or even once being shifted out of high gear.

Along this stretch the car met with very bad going and had a chance to display its power and endurance. New evidence, also, was found that the touring bureau was justified in claiming that the road was impassable. An epidemic of broken axles, front and rear, seemed to have spread over a river of mud and chuck holes in this storm-swept region.

Plenty of thrill was furnished when, upon making a sudden turn in the road, cluster of four automobiles and one motor truck were seen to be mired in the mud. In the flash of an eye, Mr. Patterson had lifted his Essex entirely off the road and up the mountain side, and before the astonished unfortunates could signal him to use caution, shot by with a wave of farewell and disappeared around the curve.

At the entrance of Boquet canyon a terrific electrical storm was encountered and the rain fell in sheets, but at the end of a five-hour battle against enormous odds and giving a wonderful demonstration of durable motor construction, Patterson piloted his car, with its blanket of mud, onto the highway and into Los Angeles.

"I have put this same car through several such performances and have subjected it to more abuse and punishment in the last few weeks than the average driver would give his car in eight years," said Mr. Patterson.

"I wanted to show that the Essex is more than a thing of beauty, intended for mere show. I wanted to demonstrate that in addition to attractive appearance, it has a surplus of power and endurance and has comfort over the roughest roads.

"Behind the Essex beauty there is comfort that is rarely found in the largest and costliest cars, and plenty of room. In the Essex you need fear no roads or cobblestones. And its endurance and reserve power are unknown to the ordinary light car."

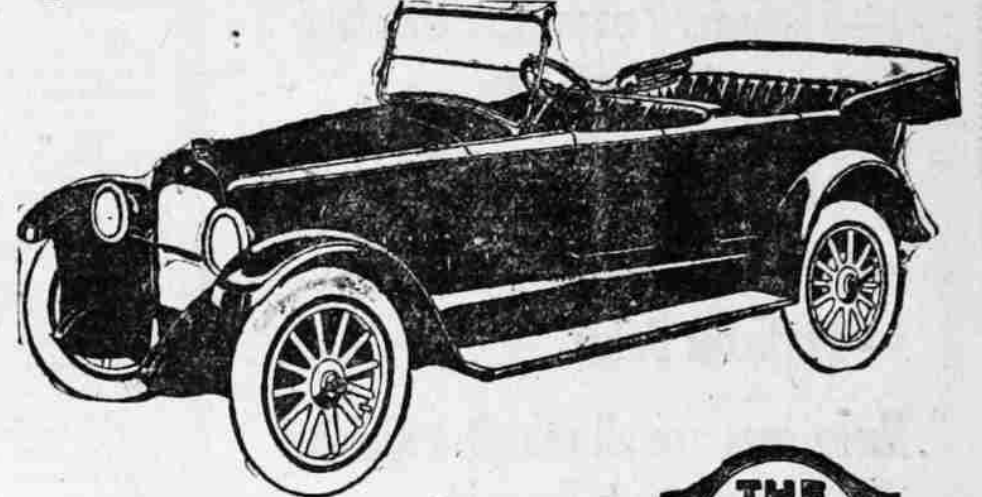
THAT GAS AERATOR IS SURE GOOD

Del Jost and Ross Glasmann are perfectly delighted with their little gas aerator because it is doing such fine work in this community. They are also much elated over the success they have had in placing it on so many automobiles of the Ogden district. They say that a large number of cars have been equipped with this little device and that all motorists who have used it pronounced it a regular bear at saving gas; it just eats up the air and turns it into force for the little old automobile.

Such little things as this, you know, saves money and the auto driver likes to save the "long green." Gas is a very expensive necessity in automobile use and when you can cut the quantity used in the ordinary car all the way from 30 to 60 per cent you are going some. The boys say that in recent demonstrations they have actually saved as high as 60 per cent on the gas bill as an actual fact and it caused the car owners to sit right up and take notice.

A telegram was received today advising the aerator finds that W. D. Harding, carburetor expert and general manager of the Howe Auto Gas Aerator company, will be in Ogden Sunday. He is assigning territory to aerator distributors and Messrs. Jost and Glasmann are planning to close a deal with him for a wider field of operation. Mr. Harding recently equipped a California fire department cars with the little gas aerator and it brought gladness to the fire fighters. There is nothing succeeds like success and they say the gas aerator is a success in every detail.

Read the Classified Ads.



**Looks unusually powerful
—it is unusually powerful**

The trim and clean-cut appearance of the Nash Perfected Valve-In-Head Motor is almost invariably commented upon by those who look under the hood of a Nash Six. And its performance is in keeping with its appearance. In owner-service it has proved unusually powerful, economical and quiet.

ANDREWS-NASH MOTOR CO.

2333 Hudson Ave. Ogden, Utah.

Phone 55

NASH MOTORS

VALUE CARS AT VOLUME PRICES

Mack-Robinson Garage

Check Your Car For Safe Keeping

while at the office, at the theatre or in town doing your shopping—

ONLY 25c

Special Rates by
the Month

This Garage

MR. OFFICE MAN, is less than one block from the three largest office buildings in Ogden.

MR. FARMER, it is less than one block from the three largest department stores.

MR. TRANSIENT, it is less than one block from seven hotels.

DRIVE RIGHT THROUGH FROM HUDSON TO GRANT AVENUE.

SERVICE

Every Hour in
the Year

2444 Grant Avenue.

J. W. NICKSON,

2441 Hudson Avenue.

Prop.

PHONE 604



Exide

Oversize batteries cost the most to make and least to use. Exide Storage Batteries end your battery troubles.

Exide Battery Station

2359 Hudson Ave. Phone 179

C. W. IVERSON, Prop.